

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMR2104 – MARKET PLANNING AND MANAGEMENT

(All sections / Groups)

15th MARCH 2018

2:30p.m – 4:30p.m

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE (1)** page with **FOUR (4)** Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Currently Acer Inc. had some challenges in handling their channel members. Some of the channel members are underperforms with their task and some are overachieving. By using the **five (5)** types of channel power, help Acer Inc. in asserting power to increase cooperation among channel members.

(Total: 25 marks)

QUESTION 2

A good mission statement has three major characteristics, Identify the **three (3)** major characteristics of good mission statement and explain all major competitive spheres.

(Total: 25 marks)

QUESTION 3

You proposed to your manager of Chick-fil-A to implement Co-Branding in Malaysia. Define co-branding, and explain the **five (5)** types of co-branding that can be used by Chick-fil-A to invest and open their first franchise in Malaysia.

(Total: 25 marks)

QUESTION 4

As a marketing team that was assigned by Faculty of Business, draft a simple marketing plan of a new course for Faculty of Business that can be presented to Multimedia University Board of Directors.

(Total: 25 marks)

End of Paper